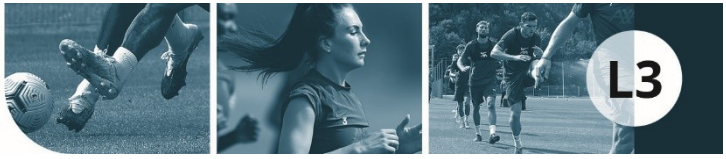
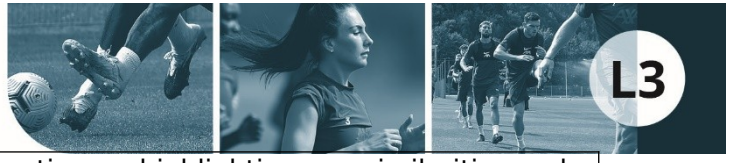


BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and title	**Unit 34: Sports Development**
Learning aim	A: Examine key concepts in sport development
Assignment title	Sports development continuum, Barriers to participation and Target groups
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	As a student you have secured a work placement as a Trainee Sports Development Officer in a local sports partnership. You have been asked to produce a presentation and supporting literature that illustrates a range of sports-specific participation and progression opportunities. The materials will be displayed and used in the county's leisure centres, sports clubs and schools. The materials must encourage participation and progression through the Continuum from all sectors of the community. You will need to research existing local and national sports provision to be able to acquire the knowledge to complete this task.

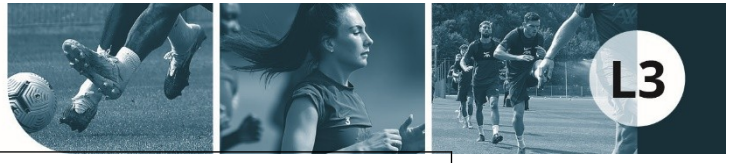
Task 1	**As part of your role as a Trainee Sport Development Officer you must prepare a presentation that focuses on the key concepts in sport development.** In your presentation you should include; i. The sport development continuum identifying each of the four levels: foundation, participation, performance and excellence. ii. The purpose of sport development to include: skill development, increasing activity levels, improving health and wellbeing, showing progression, targeting groups at risk in the community, developing community cohesion, increasing participation and cross-cutting agendas. Using the information that you have gathered from your research you need to describe each of the four areas of the sports development continuum. Selecting a range of sports, you should then look to explain the purpose of sports development at each level of the continuum. You should then compare and contrast the



	four levels of the continuum highlighting any similarities and differences that occur. Once you have done this you will need to draw conclusions on the strengths and weaknesses at the different levels of the continuum and provide suitable recommendations for improvements to be made. PART B Now that you have developed your knowledge of the sports development continuum and its purpose, for the final part of the presentation you are required to focus on barriers to participation and then the target groups at different levels of the continuum. You should look to include: i. Barriers to participation to include: cultural, social, economic, historical and educational issues ii. Target groups that are commonly chosen to include: Women, Young people, 50+, People with disabilities, Black and minority ethnic groups and LBGTi Initially you must look to describe the barriers to participation for individuals from different target groups at different levels of the continuum. In order to do this, you should explain barriers that occur for three target groups using both local and national examples. You must know the origins of any barriers that are used. Finally, you need to evaluate the barriers to participation for the target groups at each stage of the sports development continuum, for both local and national providers. Justify appropriate solutions and interventions to remove these barriers for the target groups appropriate to the sports used from different levels of the sport development continuum.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
A.P1	Describe the sport development continuum and the purpose of each level
A.P2	Describe barriers to participation for individuals from different target groups at different levels of the sport development continuum
A.M1	Compare and contrast the different levels of the sport development continuum, identifying strengths and areas for improvement.
A.M2	Explain barriers to participation for individuals from different target groups at different levels of the sport development continuum
A.D1	Evaluate the barriers to participation for individuals from different target groups at different levels of the sport development continuum, providing effective and realistic solutions

Checklist of evidence required	Presentation that focuses on the sports development continuum and the purpose of sport development to include cross cutting agendas. Presentation that explores the Barriers to participation and Target groups at different levels of the sport development continuum. Record of Practical Activity for the presentation (if required).
Other assessment	



materials attached to this brief	

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